



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **08/29/12-09/03/12**

Contract / Revision **309460 /**

Original Date / Revision
08/29/12 08/29/12

Advertiser **Protect MI Vote**

Agency **Target Enterprises**

Buying Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Product

Protect MI Vote No on Casino Gam

Agency Com 15%

Billing Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Sales Office WXYZN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **304**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 35% Market Value 208857

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	135757
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	36	\$62,135.00	\$73,100.00	0.00
Totals	36	\$62,135.00	\$73,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/03/12	36	\$62,135.00	\$73,100.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	08/29/12	09/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- WTF--	:30	3	\$700.00	P-4	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-- WTF--		3			\$700.00			0.00		
2	WXYZ	08/29/12	09/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-- WTF--	:30	6	\$1,600.00	P-4	0.00 NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	-- WTF--		6			\$1,600.00			0.00		
3	WXYZ	08/29/12	09/02/12	12-1pm M-F 12-1pm	CM	12-1pm	-- WTF--	:30	3	\$1,000.00	P-4	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		



WXYZ

Print Date: 08/29/12

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Contract / Revision **309460** Flight Dates **08/29/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**

Product **Protect MI Vote No on Casir** Estimate # **304**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WXYZ	08/29/12	09/02/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$1,000.00		0.00			
4	WXYZ	08/29/12	09/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--WTF--	:30	3	\$1,200.00	P-4	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$1,200.00		0.00			
5	WXYZ	08/29/12	09/02/12	7p News M-F 7-730p	CM	7-730pm M-F	--WTF--	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$2,000.00		0.00			
E 6	WXYZ	08/29/12	09/02/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	--WTFSS	:30	4	\$4,000.00	P-4	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTFSS					4	\$4,000.00		0.00			
7	WXYZ	08/30/12	08/30/12	Lions Pre-Season Footba Lions Pre-Season Footba	CM	7-11pm (7:00 PM-10:30 PM)	---T---	:30	2	\$8,500.00	P-4	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					2	\$8,500.00		0.00			
8	WXYZ	09/01/12	09/01/12	Lions Football Encore Lions Football Encore	CM	11a-3p (12:00 PM-3:00 PM)	-----S-	:30	2	\$0.00	P-4	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					2	\$0.00		0.00			
N 9	WXYZ	09/03/12	09/03/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-----	:30	2	\$700.00	P-4	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					2	\$700.00		0.00			
N 10	WXYZ	09/03/12	09/03/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	4	\$1,600.00	P-4	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					4	\$1,600.00		0.00			
N 11	WXYZ	09/03/12	09/03/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					2	\$1,000.00		0.00			
N 12	WXYZ	09/03/12	09/03/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$2,000.00		0.00			
N 13	WXYZ	09/03/12	09/03/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	M-----	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$4,000.00		0.00			
Totals													36	\$73,100.00	